

2041340291

AWARENESS OF PAST 3 MONTH DIRECT MAIL

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	99 %	99 %
AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL	44	44	44	46	50	36	53	47	33	40	53	38	
FROM...													
MARLBORO	37	40	34	42	41	27	51	41	28	34	41	26	
UNAIDED	28	34	23	36	30	19	47	33	22	27	27	15	
AIDED	8	6	11	6	11	9	4	8	6	7	14	11	
WINSTON	14	10	18	10	16	16	6	11	12	14	22	19	
UNAIDED	11	8	15	8	12	14	3	8	11	12	16	16	
AIDED	3	2	4	3	4	2	3	3	1	2	6	3	
CAMEL	11	10	12	8	12	14	6	9	14	9	14	14	
UNAIDED	8	8	7	5	8	9	4	7	11	6	9	7	
AIDED	4	2	5	3	3	5	2	2	3	3	5	7	
DORAL	5	4	7	3	6	7	1	5	6	4	8	8	
SALEM	1	*	2	1	2	1	-	1	-	1	3	1	
CAMBRIDGE	1	*	1	1	1	2	1	-	-	-	-	1	3
MERIT	*	-	*	-	1	-	-	-	-	-	-	1	-
OTHER BRANDS	5	3	7	3	6	5	3	3	2	3	9	8	
NOT AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL	56	56	56	54	50	64	47	53	67	60	47	62	

MARLBORO BIRTHDAY CARD DIRECT MAIL PROGRAM

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	100 %	99 %
AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL	44	44	44	46	50	36	53	47	33	40	53	53	38
AWARE OF PAST 3 MONTH MARLBORO DIRECT MAIL	37	40	34	42	41	27	51	41	28	34	41	41	26
AWARE OF MARLBORO BIRTHDAY CARD DIRECT MAIL (NET)	35	38	32	41	39	26	51	38	26	32	39	39	26
UNAIDED (Q.14)	22	24	20	29	24	14	36	23	15	23	25	25	12
PROMPTED (Q.18B)	11	11	12	12	10	12	14	10	9	10	10	10	15
AIDED (Q.15/20A)	23	23	22	20	27	21	26	28	16	15	27	27	25
BIRTHDAY CARD (NET)	35	38	32	40	38	26	50	38	26	31	38	38	26
UNAIDED (Q.14)	13	16	11	20	13	6	25	13	10	16	14	14	2
RAINBOW BIRTHDAY CARD	4	6	3	6	5	3	8	6	5	4	4	4	1
BIRTHDAY CARD (NS)	9	10	8	14	9	3	17	7	5	12	10	10	1
AIDED (Q.15)	22	22	21	20	25	20	25	26	16	15	24	24	24
T-SHIRT (NET)	34	36	31	38	37	25	48	36	25	30	38	38	25
UNAIDED (Q.14)	19	21	17	25	20	12	29	19	15	21	20	20	9
PROMPTED (Q.18B)	10	10	11	10	10	11	12	10	8	8	10	10	14
AIDED (Q.20A)	4	5	4	4	7	2	6	6	2	1	8	8	2
ENVELOPE (NET)	3	3	3	6	1	2	6	1	2	6	1	1	3
UNAIDED (Q.14)	2	2	2	4	1	2	3	1	1	4	1	1	2
BIG BROWN ENVELOPE	1	*	1	2	-	1	1	-	-	2	-	-	1
ENVELOPE (NS)	1	1	1	2	1	1	2	1	1	2	1	1	1
PROMPTED (Q.18B)	1	1	1	3	-	1	3	-	1	2	-	-	1
NOT AWARE OF MARLBORO BIRTHDAY CARD DIRECT MAIL	65	62	68	59	61	74	49	62	74	68	61	74	

2041340293

MARLBORO BIRTHDAY CARD DIRECT MAIL PROGRAM

	TOTAL	MEN	WOMEN	MEN			WOMEN					
				21-24	25-34	35+	21-24	25-34	35+			
<u>AWARE OF OTHER DIRECT MAIL FROM MARLBORO</u>	18	19	17	17	22	15	21	22	13	13	22	16
BONUS MILES	4	3	4	3	5	3	3	5	1	2	6	5
CALENDAR	2	2	1	4	1	1	5	1	1	2	-	1
<u>CATALOG (NET)</u>	6	5	6	5	7	6	6	6	4	3	8	7
CATALOG (NS)	6	5	6	5	7	5	6	6	3	3	8	7
COUNTRY STORE CATALOG	*	*	-	-	-	1	-	-	1	-	-	-
COUPONS	3	1	4	2	4	2	1	2	1	3	6	4
MERCHANDISE	2	3	*	3	1	1	5	3	2	1	-	-
SURVEY/QUESTIONNAIRE	1	1	1	1	1	2	-	1	1	1	1	2
SWEEPSTAKES/CONTEST	1	1	*	1	1	-	1	2	-	-	1	-
OTHER	4	5	2	4	4	2	4	6	4	4	3	-
<u>NOT AWARE OF PAST 3 MONTH MARLBORO DIRECT MAIL</u>	63	60	66	58	59	73	49	59	72	66	59	74
<u>NOT AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL</u>	56	56	56	54	50	64	47	53	67	60	47	62

NOTE: DATA REFLECTS AWARENESS OF PAST 3 MONTH CIGARETTE DIRECT MAIL AND/OR AWARENESS OF MARLBORO DIRECT MAIL

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 2A

MARLBORO BIRTHDAY CARD DIRECT MAIL PROGRAM

	TOTAL	MEN						WOMEN					
		MEN	WOMEN	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	99 %	
NOT AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL	56	56	56	54	50	64	47	53	67	60	47	62	
NOT AWARE OF PAST 3 MONTH MARLBORO DIRECT MAIL	63	60	66	58	59	73	49	59	72	66	59	74	
AWARE OF MARLBORO BIRTHDAY CARD DIRECT MAIL (NET)	58	54	62	51	55	67	41	54	66	60	56	69	
PROMPTED (Q.18B) AIDED (Q.15/20A)	42 58	36 54	49 62	42 51	40 55	46 67	32 41	33 54	43 66	52 60	48 56	48 69	
BIRTHDAY CARD (NET) AIDED (Q.15)	58 58	54 54	62 62	51 51	55 55	67 67	41 41	54 54	66 66	60 60	56 56	69 69	
T-SHIRT (NET) PROMPTED (Q.18B) AIDED (Q.20A)	54 41 12	49 35 14	58 48 11	48 40 7	51 39 12	62 45 17	36 30 5	49 31 17	61 43 17	58 50 9	53 47 6	64 46 17	
ENVELOPE (NET) PROMPTED (Q.18B)	2 2	1 1	2 2	3 3	2 2	1 1	1 1	3 3	- -	4 4	1 1	2 2	
NOT AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL OR AIDED AWARE OF BIRTHDAY CARD	5	6	4	7	4	4	8	5	5	6	3	4	

NOTE: DATA REFLECTS RECIPIENTS NOT INITIALLY AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL OR MARLBORO DIRECT MAIL, BUT AIDED AWARE OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 2B

MARLBORO BIRTHDAY CARD DIRECT MAIL PROGRAM

2041340295

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	100 %	99 %
AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL OR AIDED AWARE OF BIRTHDAY CARD	95	94	96	93	96	96	92	95	95	94	97	97	96
AWARE OF PAST 3 MONTH MARLBORO DIRECT MAIL OR AIDED AWARE OF BIRTHDAY CARD	95	94	95	93	96	94	92	95	94	94	97	97	95
AWARE OF MARLBORO BIRTHDAY CARD DIRECT MAIL (NET)	93	92	94	92	94	93	92	93	92	92	95	95	95
UNAIDED (Q. 14)	22	24	20	29	24	14	36	23	15	23	25	25	12
PROMPTED (Q. 18B)	54	47	61	54	50	58	46	43	52	61	58	58	63
AIDED (Q. 15/20A)	81	77	84	72	82	88	67	82	82	75	83	83	94
BIRTHDAY CARD (NET)	93	92	93	91	93	93	91	93	92	91	94	94	95
UNAIDED (Q. 14)	13	16	11	20	13	6	25	13	10	16	14	14	2
RAINBOW BIRTHDAY CARD	4	6	3	6	5	3	8	6	5	4	4	4	1
BIRTHDAY CARD (NS)	9	10	8	14	9	3	17	7	5	12	10	10	1
AIDED (Q. 15)	80	76	83	71	80	87	66	80	82	75	80	80	93
T-SHIRT (NET)	87	85	89	86	88	87	84	84	86	88	91	89	9
UNAIDED (Q. 14)	19	21	17	25	20	12	29	19	15	21	20	20	9
PROMPTED (Q. 18B)	52	45	58	50	49	56	42	41	52	57	57	57	61
AIDED (Q. 20A)	16	19	14	11	19	19	12	24	19	10	14	14	19
ENVELOPE (NET)	5	4	6	9	3	4	8	4	2	10	2	2	5
UNAIDED (Q. 14)	2	2	2	4	1	2	3	1	1	4	1	1	2
BIG BROWN ENVELOPE	1	*	1	2	-	1	1	1	-	2	-	-	1
ENVELOPE (NS)	1	1	1	2	1	1	2	1	1	2	1	1	1
PROMPTED (Q. 18B)	3	3	3	5	2	2	4	3	1	6	1	1	3

TABLE 2C

RECALL OF PICTURE ON BIRTHDAY CARD

	NOT INITIALLY AWARE OF MBO DM/	AWARE OF MBO DM/ AIDED OF AIDED	AWARE OF MBO DM OF B'DAY DM	AWARE OF B'DAY DM
TOTAL RECIPIENTS	600 %	600 %	600 %	600 %
<u>RAINBOW</u>	8	9	17	
UNAIDED (Q.14)	4	-	4	
RECALLED (Q.17A)	4	9	13	
<u>MAN ON HORSE/COWBOY</u>	4	7	10	
COUNTRY SCENERY	4	5	8	
MOUNTAIN SCENERY	5	7	12	
OTHER	5	10	9	

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 3

2041340297

RECALL OF PICTURE ON BIRTHDAY CARD

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	99 %	99 %
RAINBOW	8	10	7	12	9	4	15	7	8	9	11	1	1
UNAIDED (Q.14)	4	6	3	6	5	3	8	6	5	4	4	1	1
RECALLED (Q.17A)	4	4	4	6	4	2	8	2	3	5	7	-	-
MAN ON HORSE/COWBOY	4	4	3	4	4	2	3	6	2	4	3	3	3
COUNTRY SCENERY	4	3	4	5	3	2	9	1	1	2	5	4	4
MOUNTAIN SCENERY	5	4	6	4	7	3	3	6	1	5	7	5	5
OTHER	2	3	1	3	2	2	2	3	3	3	1	-	-

NOTE: DATA REFLECTS AWARENESS OF PAST 3 MONTH CIGARETTE
DIRECT MAIL AND/OR AWARENESS OF MARLBORO DIRECT MAIL

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 3A

RECALL OF PICTURE ON BIRTHDAY CARD

	TOTAL	MEN						WOMEN					
		TOTAL	MEN	WOMEN	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	99 %	99 %
RAINBOW	9	8	10	8	9	10	4	9	10	12	8	9	-
UNAIDED (Q.14)	-	-	-	-	-	-	-	-	-	-	-	-	-
RECALLED (Q.17A)	9	8	10	8	9	10	4	9	10	12	8	9	-
MAN ON HORSE/COWBOY	7	6	8	5	10	6	6	6	5	4	14	6	-
COUNTRY SCENERY	5	4	5	7	4	4	4	6	3	10	2	4	-
MOUNTAIN SCENERY	7	6	9	6	7	9	6	5	7	6	10	10	-
OTHER	6	4	8	5	7	7	3	5	4	6	9	10	-

NOTE: DATA REFLECTS RECIPIENTS NOT INITIALLY AWARE OF PAST 3 MONTH CIGARETTE
DIRECT MAIL OR MARLBORO DIRECT MAIL, BUT AIDED AWARE OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 3B

2041340299

RECALL OF PICTURE ON BIRTHDAY CARD

	TOTAL	MEN						WOMEN					
		TOTAL	MEN	WOMEN	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	99 %	
RAINBOW	17	18	17	20	18	14	20	16	18	21	19	10	
UNAIDED (Q. 14)	4	6	3	6	5	3	8	6	5	4	4	1	
RECALLED (Q. 17A)	13	12	14	14	13	11	12	11	13	17	15	9	
MAN ON HORSE/COWBOY	10	9	11	9	14	8	10	11	7	8	17	9	
COUNTRY SCENERY	8	8	9	12	7	6	13	6	4	12	7	8	
MOUNTAIN SCENERY	12	10	14	10	14	12	10	11	8	11	17	15	
OTHER	8	7	10	7	9	9	5	7	7	9	10	10	

NOTE: DATA REFLECTS RECIPIENTS AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL,
 MARLBORO DIRECT MAIL, AND/OR AIDED AWARENESS OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
 APRIL MAILING

TABLE 3C

WHEN RECEIVED BIRTHDAY CARD

2041340300

	NOT INITIALLY AWARE OF MBO DM/	AWARE OF MBO DM/ AIDED	AWARE OF MBO DM/ AIDED
	<u>MBO DM</u>	<u>OF B'DAY DM</u>	<u>B'DAY DM</u>
TOTAL RECIPIENTS	600 %	600 %	600 %
<u>WHEN RECEIVED</u>			
BEFORE BIRTHDAY	25	43	68
ON BIRTHDAY	4	6	11
AFTER BIRTHDAY	3	6	10
<u>MAKES A DIFFERENCE</u>			
MAKES A DIFFERENCE WHEN RECEIVED	15	25	40
DOES NOT MAKE A DIFFERENCE WHEN RECEIVED	20	32	52

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 4

2041340301

WHEN RECEIVED BIRTHDAY CARD

	TOTAL	MEN						WOMEN					
		TOTAL	MEN	WOMEN	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	100 %	99 %
WHEN RECEIVED													
BEFORE BIRTHDAY	25	25	25	28	28	19	33	27	17	25	30	21	
ON BIRTHDAY	4	5	3	5	4	4	6	4	5	3	5	2	
AFTER BIRTHDAY	3	5	2	6	2	2	10	4	1	2	1	3	
MAKES A DIFFERENCE													
MAKES A DIFFERENCE	15	16	14	18	16	11	23	15	12	13	18	10	
WHEN RECEIVED													
DOES NOT MAKE A	20	22	18	22	22	15	27	24	14	18	20	16	
DIFFERENCE WHEN													
RECEIVED													

NOTE: DATA REFLECTS AWARENESS OF PAST 3 MONTH CIGARETTE
DIRECT MAIL AND/OR AWARENESS OF MARLBORO DIRECT MAIL

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 4A

WHEN RECEIVED BIRTHDAY CARD

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	99 %	99 %
<u>WHEN RECEIVED</u>													
BEFORE BIRTHDAY	43	36	49	36	41	51	25	37	46	46	46	56	
ON BIRTHDAY	6	7	6	6	8	6	5	8	6	6	7	6	
AFTER BIRTHDAY	6	8	5	7	5	7	9	6	8	6	3	6	
<u>MAKES A DIFFERENCE</u>													
MAKES A DIFFERENCE WHEN RECEIVED	25	21	29	25	23	27	18	22	22	31	25	31	
DOES NOT MAKE A DIFFERENCE WHEN RECEIVED	32	32	32	25	31	40	22	30	43	29	31	36	

NOTE: DATA REFLECTS RECIPIENTS NOT INITIALLY AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL OR MARLBORO DIRECT MAIL, BUT AIDED AWARE OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 4B

WHEN RECEIVED BIRTHDAY CARD

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	100 %	99 %
<u>WHEN RECEIVED</u>													
BEFORE BIRTHDAY	68	62	74	64	69	70	58	63	64	70	76	77	
ON BIRTHDAY	11	12	10	10	12	10	12	12	11	9	12	8	
AFTER BIRTHDAY	10	12	7	13	7	9	18	10	9	8	4	9	
<u>MAKES A DIFFERENCE</u>													
MAKES A DIFFERENCE WHEN RECEIVED	40	37	43	42	40	38	41	37	34	44	43	41	
DOES NOT MAKE A DIFFERENCE WHEN RECEIVED	52	54	50	48	53	55	49	54	58	46	51	52	

NOTE: DATA REFLECTS RECIPIENTS AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL,
MARLBORO DIRECT MAIL, AND/OR AIDED AWARENESS OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 4C

WHAT DID YOU DO WITH THE BIRTHDAY CARD FROM MARLBORO?

	NOT INITIALLY AWARE OF MBO DM/	AWARE OF MBO DM/ AIDED OF AIDED	AWARE OF MBO DM B'DAY DM
TOTAL RECIPIENTS	600 %	600 %	600 %
STILL HAVE IT	18	32	50
KEPT IT FOR A WHILE	13	20	34
THREW IT AWAY	3	4	7
DON'T KNOW	1	2	2

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 5

WHAT DID YOU DO WITH THE BIRTHDAY CARD FROM MARLBORO?

2041340305

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300	300	193	209	198	92	109	99	101	100	100	99
STILL HAVE IT	18	18	18	23	18	13	25	16	14	21	21	21	11
KEPT IT FOR A WHILE	13	16	11	13	14	13	22	16	11	5	13	13	14
THREW IT AWAY	3	4	2	3	6	1	3	7	1	2	4	4	1
DON'T KNOW	1	-	1	2	-	-	-	-	-	3	-	-	-

NOTE: DATA REFLECTS AWARENESS OF PAST 3 MONTH CIGARETTE
DIRECT MAIL AND/OR AWARENESS OF MARLBORO DIRECT MAIL

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 5A

WHAT DID YOU DO WITH THE BIRTHDAY CARD FROM MARLBORO?

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300	300	193	209	198	92	109	99	101	100	99	99
STILL HAVE IT	32	26	38	30	32	34	18	30	29	41	34	38	38
KEPT IT FOR A WHILE	20	20	21	17	20	24	17	19	23	17	21	24	24
THREW IT AWAY	4	5	2	3	1	7	4	3	9	2	-	4	4
DON'T KNOW	2	2	1	1	1	3	1	2	4	1	1	2	2

NOTE: DATA REFLECTS RECIPIENTS NOT INITIALLY AWARE OF PAST 3 MONTH CIGARETTE
DIRECT MAIL OR MARLBORO DIRECT MAIL, BUT MADE AWARE OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 5B

WHAT DID YOU DO WITH THE BIRTHDAY CARD FROM MARLBORO?

2041340307

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	100 %	99 %
STILL HAVE IT	50	44	55	53	50	46	44	46	43	61	55	55	50
KEPT IT FOR A WHILE	34	36	31	30	34	36	39	35	34	22	34	34	38
THREW IT AWAY	7	9	4	6	7	8	8	10	10	4	4	4	5
DON'T KNOW	2	2	2	3	1	3	1	2	4	4	1	1	2

NOTE: DATA REFLECTS RECIPIENTS AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL,
MARLBORO DIRECT MAIL, AND/OR AIDED AWARENESS OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 5C

2041340308

WHAT DID YOU DO WITH THE T-SHIRT YOU RECEIVED FROM MARLBORO?

	NOT INITIALLY AWARE OF MBO DM/ AIDED OF AIDED AWARE AWARE OF <u>MBO DM</u> <u>OF B'DAY DM</u> <u>B'DAY DM</u>		
TOTAL RECIPIENTS	600 %	600 %	600 %
WEAR IT	21	30	51
STILL HAVE IT	10	18	28
GIVE IT AWAY	2	5	8
THROW IT AWAY	-	*	*
OTHER	-	*	*
REFUSED	-	*	*

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 6

WHAT DID YOU DO WITH THE T-SHIRT YOU RECEIVED FROM MARLBORO?

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	100 %	99 %
WEAR IT	21	23	19	26	24	13	33	23	13	21	25	25	12
STILL HAVE IT	10	12	8	11	9	9	14	12	9	9	6	6	8
GIVE IT AWAY	2	1	4	-	3	4	-	1	3	-	6	6	5
THROW IT AWAY	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-

NOTE: DATA REFLECTS AWARENESS OF PAST 3 MONTH CIGARETTE
DIRECT MAIL AND/OR AWARENESS OF MARLBORO DIRECT MAIL

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 6A

2041340310

WHAT DID YOU DO WITH THE T-SHIRT YOU RECEIVED FROM MARLBORO?

	<u>TOTAL</u>	<u>MEN</u>	<u>WOMEN</u>	<u>21-24</u>	<u>25-34</u>	<u>35+</u>	<u>MEN</u>			<u>WOMEN</u>		
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
TOTAL RECIPIENTS	600	300	300	193	209	198	92	109	99	101	100	99
WEAR IT	30	26	34	25	29	36	18	26	33	31	32	38
STILL HAVE IT	18	18	18	19	20	16	15	18	19	22	21	12
GIVE IT AWAY	5	4	6	4	1	10	2	3	8	6	-	12
THROW IT AWAY	*	*	-	-	1	-	-	1	-	-	-	-
OTHER	*	*	-	-	1	-	-	1	-	-	-	-
REFUSED	*	-	*	-	-	1	-	-	-	-	-	1

NOTE: DATA REFLECTS RECIPIENTS NOT INITIALLY AWARE OF PAST 3 MONTH CIGARETTE
DIRECT MAIL OR MARLBORO DIRECT MAIL, BUT AIDED AWARE OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
APRIL MAILING

TABLE 6B

2041340311

WHAT DID YOU DO WITH THE T-SHIRT YOU RECEIVED FROM MARLBORO?

	TOTAL	MEN			WOMEN			MEN			WOMEN		
		21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+	21-24	25-34	35+
TOTAL RECIPIENTS	600	300 %	300 %	193 %	209 %	198 %	92 %	109 %	99 %	101 %	100 %	99 %	99 %
WEAR IT	51	49	53	51	53	48	51	49	46	52	57	50	
STILL HAVE IT	28	29	26	30	29	24	29	30	28	31	27	20	
GIVE IT AWAY	8	6	10	4	5	14	2	4	11	6	6	17	
THROW IT AWAY	*	*	-	-	1	-	-	1	-	-	-	-	
OTHER	*	*	-	-	1	-	-	1	-	-	-	-	
REFUSED	*	-	*	-	-	1	-	-	-	-	-	-	1

NOTE: DATA REFLECTS RECIPIENTS AWARE OF PAST 3 MONTH CIGARETTE DIRECT MAIL,
 MARLBORO DIRECT MAIL, AND/OR AIDED AWARENESS OF BIRTHDAY CARD MAILING

MARLBORO BIRTHDAY CARD DIRECT MAIL -
 APRIL MAILING

TABLE 6C